

IDS (Citation) by Applicant (6 References)

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Dated: May 11, 2009

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Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	2	of	2	Attorney Docket Number	66703-0016

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004.	
	CB	Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages)	
	CC	Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages)	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.